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ABSTRACT

The nine-volume Survey Kit is designed to help readers prepare and conduct surveys and become better users of survey results. All the books in the series contain instructional objectives, exercises and answers, examples of surveys in use, illustrations of survey questions, guidelines for action, checklists of "dos and don'ts," and annotated references. This volume, eighth in the series, shows what statistics can do for surveys, describes measurement scales in detail, and demonstrates how to choose a method to analyze survey results. While it teaches the basic vocabulary of statistics and the principles and logic behind the selection and interpretation of commonly used methods to analyze survey data, it does not teach the reader to be a survey statistician. This book, however, will enable the researcher to tell the statistical consultant what is needed and to interpret the results. The following chapters are included: (1) "What Statistics Do for Surveys"; (2) "Relationships or Correlation"; and (3) "Selecting Commonly Used Statistical Methods for Surveys." An annotated list of six suggested readings and a glossary are provided. (Contains 16 examples, 9 figures, and 2 tables.) (SLD)

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